

**In the Claims:**

1. A device for creating adhesive labels from a web of material having an adhesive side and a non-adhesive side, the device including:

- 5      a) A web transport system for transporting the web from a web source along a web path to a web path end;
- b) A label transport system for transporting a generated label along a label path;
- c) A cutter positioned between the web path end and the label path, the cutter being adapted to cut the web to thereby generate the label;
- 10     d) A moveable holding member adapted to selectively hold the web by engaging the adhesive side of the web thereby causing the web to stick to the holding member in use; and,
- e) A control system adapted to generate a label by:
  - i) Causing the holding member to:
    - (1) Engage the web provided at the web path end;
    - (2) Move from the web path end to the label path, thereby causing the web to extend from the web path to the label path;
    - (3) Release the web; and,
  - ii) Cause the cutter to cut the web extending from the web path end to the label path to generate the label.

2. A device according to claim 1, wherein once the web has been released, the control system is further adapted to:

- 25     1. Move from the label path to the web path end; and,
  2. Hold the web provided at the web path end whilst the cutter cuts the web.
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3. A device according to claim 1, the web transport being adapted to transport the web at a selected web speed.
  4. A device according to claim 3, the label transport being adapted to transport the labels at a selected label speed.

5. A device according to claim 4, the control system being adapted to select the label speed and the web speed.
6. A device according to claim 5, the control system being adapted to:
  - 5 a. Select a web speed of zero when the web is being cut, or when the holding member is urged against the web;
  - b. Select a label speed greater than zero when the web is being cut; and,
  - c. Select the label speed to be greater than the web speed.
- 10 7. A device according to claim 6, the control system being adapted to cause the holding member to:
  - a. Move at the selected web speed to move the web from the web path end to the label path; and,
  - b. Move at a speed greater than the selected web speed to release the web.
- 15 8. A device according to claim 7, the holding member being formed from a selectively rotatable roller, the control system being adapted to:
  - a. Prevent rotation of the roller when the web is being held and moved; and,
  - b. Allow rotation of the roller when the web is being released.
- 20 9. A device according to claim 3, the web transport being formed from a number of rollers around which the web is entrained in use, at least one of the rollers being coupled to a drive motor to allow the web to be driven at the selected web speed.
- 10 10. A device according to claim 4, the label transport including an endless belt system adapted to receive the non-adhesive side of the web.
- 25 11. A device according to claim 10, the endless belt system including a number of apertures extending therethrough, the label transport further including urging means for urging air through the apertures to thereby urge the label against the endless belt system.
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12. A device according to claim 1, the device further including a printing system for printing information on the labels, the printing system being positioned on the web path.

5        13. A device according to claim 12, the printing system being a thermal printing system.

14. A device according to claim 1, the device being further including an applicator for applying the generated labels to an article in use.

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15. A device according to claim 14, the applicator including an endless applicator belt system adapted to receive the non-adhesive side of the label in use, the endless belt system being movable to allow the adhesive side of the label to be urged against the article, in use.

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16. A device according to claim 15, the applicator belt system further including a number of apertures extending therethrough, the applicator further including a vacuum pump coupled by a flow path to the apertures, the vacuum pump being adapted to generate a vacuum thereby urging the label against the endless belt system.

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17. A device for creating adhesive labels from a web of material having an adhesive side and a non-adhesive side, the device being substantially as hereinbefore described.

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